

1 of 5

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

*****BOOKING TO ENTER INTO PETRY'S SYSTEM ONLY- ORDER WAS
ALREADY BOOKED MANUALLY ON YOUR END. PLEASE DO NOT DOUBLE
BOOK*****

THANKS, LAURIE FOR AMY

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----------------------------|-----------|-------------------|------|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | W-F,M | 5A-6A | WAKE UP | :30 | \$1,200.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,800.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 2 | W-F,M | 6A-7A | WAKE UP | :30 | \$2,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$8,000.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 3 | W-F,M | 7A-9A | TODAY SHOW | :30 | \$3,800.00 | 10/31-11/05 | 8 | 1 | 8 | \$30,400.00 | |
| | | Buyline Comment: 2X PER DAY | | | | | | | | | | |
| | 4 | W-F,M | 11A-12P | RACHEL RAY | :30 | \$1,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,000.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 5 | W-F,M | 12P-1230P | NEWS AT NOON | :30 | \$1,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,000.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 6 | W-F,M | 1230P-1P | NEWS THE AGENDA | :30 | \$1,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,000.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 7 | W-F,M | 1P-2P | DAYS OF OUR LIVES | :30 | \$1,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,000.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 8 | W-F,M | 2P-3P | THE DOCTORS | :30 | \$650.00 | 10/31-11/05 | 4 | 1 | 4 | \$2,600.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 1332
Buyer EMILY MILHOAN
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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //1332
Flight Dates 10/31/2012 - 11/05/2012
Hiatus Weeks

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|-----|-----|-----------------------------|-------------|------------------|------|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 9 | W-F,M | 3P-4P | DR.PHIL | :30 | \$1,200.00 | 10/31-11/05 | 4 | 1 | 4 | \$4,800.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 10 | W-F,M | 4P-5P | NEWS | :30 | \$1,800.00 | 10/31-11/05 | 4 | 1 | 4 | \$7,200.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 11 | W-F,M | 5P-630P | EARLY NEWS | :30 | \$3,600.00 | 10/31-11/05 | 4 | 1 | 4 | \$14,400.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 12 | W-F,M | 630P-7P | JEOPARDY | :30 | \$3,400.00 | 10/31-11/05 | 4 | 1 | 4 | \$13,600.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 13 | W-F,M | 7P-730P | WHEEL OF FORT | :30 | \$3,400.00 | 10/31-11/05 | 4 | 1 | 4 | \$13,600.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 14 | W-F,M | 730P-8P | FACE TO FACE | :30 | \$1,800.00 | 10/31-11/05 | 4 | 1 | 4 | \$7,200.00 | |
| | | Buyline Comment: 1X PER DAY | | | | | | | | | | |
| | 15 | M | 8P-10P | THE VOICE | :30 | \$8,000.00 | 11/05-11/05 | 1 | 1 | 1 | \$8,000.00 | |
| | 16 | M | 10P-11P | REVOLUTION | :30 | \$6,400.00 | 11/05-11/05 | 1 | 1 | 1 | \$6,400.00 | |
| | 17 | W-F,M | 11P-1135P | NEWS 3 NIGHTSIDE | :30 | \$2,800.00 | 10/31-11/05 | 4 | 1 | 4 | \$11,200.00 | |
| | 18 | W-F,M | 1135P-1235A | TONIGHT SHOW | :30 | \$2,000.00 | 10/31-11/05 | 4 | 1 | 4 | \$8,000.00 | |
| | 19 | W-F,M | 1235A-135A | LATE NIGHT | :30 | \$700.00 | 10/31-11/05 | 4 | 1 | 4 | \$2,800.00 | |
| | 20 | W-F,M | 135A-205A | LAST CALL | :30 | \$350.00 | 10/31-11/05 | 4 | 1 | 4 | \$1,400.00 | |
| | 21 | W | 8P-9P | ANIMAL PRACTICE | :30 | \$4,800.00 | 10/31-10/31 | 1 | 1 | 1 | \$4,800.00 | |

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|-----|-----|-------|------------|----------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 22 | W | 10P-11P | CHICAGO FIRE | :30 | \$6,400.00 | 10/31-10/31 | 1 | 1 | 1 | \$6,400.00 | |
| | 23 | TH | 8P-9P | 30 ROCK/UP ALL NIGHT | :30 | \$2,400.00 | 11/01-11/01 | 1 | 1 | 1 | \$2,400.00 | |
| | 24 | F | 8P-9P | GRIMM | :30 | \$2,000.00 | 11/02-11/02 | 1 | 1 | 1 | \$2,000.00 | |
| | 25 | F | 8P-9P | WHITNEY/COMMUNITY | :30 | \$5,000.00 | 11/02-11/02 | 1 | 1 | 1 | \$5,000.00 | |
| | 26 | F | 9P-10P | GRIMM | :30 | \$5,500.00 | 11/02-11/02 | 1 | 1 | 1 | \$5,500.00 | |
| | 27 | SA | 6A-7A | NEWS AT SUNRISE | :30 | \$1,000.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,000.00 | |
| | 28 | SA | 7A-9A | SATURDAY TODAY | :30 | \$2,000.00 | 11/03-11/03 | 1 | 1 | 1 | \$2,000.00 | |
| | 29 | SA | 9A-930A | TODAY/WKND | :30 | \$1,500.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,500.00 | |
| | 30 | SA | 5P-630P | KSNV EARLY NEWS | :30 | \$1,350.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,350.00 | |
| | 31 | SA | 630P-7P | JEOPARDY | :30 | \$1,050.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,050.00 | |
| | 32 | SA | 7P-730P | WHEEL OF FORTUNE | :30 | \$1,050.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,050.00 | |
| | 33 | SA | 8P-9P | REVOLUTION | :30 | \$4,800.00 | 11/03-11/03 | 1 | 1 | 1 | \$4,800.00 | |
| | 34 | SA | 9P-10P | CHICAGO FIRE | :30 | \$3,000.00 | 11/03-11/03 | 1 | 1 | 1 | \$3,000.00 | |
| | 35 | SA | 11P-1135P | NEWS 3 | :30 | \$2,800.00 | 11/03-11/03 | 1 | 1 | 1 | \$2,800.00 | |
| | 36 | SA | 1130P-103A | SATURDAY | :30 | \$4,000.00 | 11/03-11/03 | 1 | 1 | 1 | \$4,000.00 | |
| | 37 | SA | 102A-132A | 1ST LOOK | :30 | \$270.00 | 11/03-11/03 | 1 | 1 | 1 | \$270.00 | |

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|-----|-----|-----------|-----------------------------|----------------------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 38 | SU | 6A-7A | 1ST LOOK | :30 | \$1,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,000.00 | |
| | 39 | SU | 7A-8A | TODAY ON SUNDAY | :30 | \$4,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$4,000.00 | |
| | 40 | SU | 9A-930A | NEWS 3 TODAY | :30 | \$1,500.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,500.00 | |
| | 41 | SU | 930A-10A | CHRIS MATTHEWS | :30 | \$2,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,000.00 | |
| | 42 | SU | 4P-515P | FTBL NIGHT | :30 | \$5,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$5,000.00 | |
| | 43 | SU | 530P-830P | SUN FTBL: ORLEANS @ DEN | :30 | \$14,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$14,000.00 | |
| | 44 | SU | 830P-930P | NEWS 3 LIVE FOLLOWING FTBL | :30 | \$3,600.00 | 11/04-11/04 | 1 | 1 | 1 | \$3,600.00 | |
| | 45 | SU | 930P-10P | JEP | :30 | \$2,400.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,400.00 | |
| | 46 | SU | 10P-11P | L&O | :30 | \$2,400.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,400.00 | |
| | 47 | SU | 11P-1135P | NEWS 3 | :30 | \$2,800.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,800.00 | |
| | 48 | SU | 1135P-12A | SPORTS I LAS VEGAS | :30 | \$2,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,000.00 | |
| | 49 | W-TH,SU-M | 430A-459A | WAKE UP | :30 | \$400.00 | 10/31-11/05 | 4 | 1 | 4 | \$1,600.00 | |
| | | | Buyline Comment: 1X PER DAY | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 110 / \$251,620.00

---SALES MONTHLY TOTALS---

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Nov 12: 110 / \$251,620.00

Sales Totals: 110 / \$251,620.00

Station Totals: 110 / \$251,620.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$898,643 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 28% | KSNV | 28% |
| | | KTNV | 20% | KTUD | 1% | KVCW | 2% | KVMY | 3% | KVVU | 18% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE